

U.S. Appl. No. 09/878,581
Reply to Final Office Action dated June 29, 2006

Expedited Examination Response Under 37 C.F.R. § 1.116

PATENT
450100-03278

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Susumu Nakagawa
Serial No. : 09/878,581
Filed : June 11, 2001
For : IMAGE CONTENT AND ADVERTISEMENT DATA
PROVIDING METHOD, SYSTEM, AND APPARATUS (AS
AMENDED)
Examiner : O'Steen, David R.
Art Unit : 2623
Confirmation No. : 2762

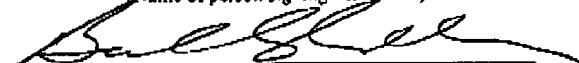
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Barnet Shindlman
(Name of person signing transmittal)

Signature
August 17, 2006
Date of Signature

AMENDMENT UNDER 37 C.F.R. § 1.116

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed on June 29, 2006, having a three-month statutory period for response set to expire on September 29, 2006, please amend the above-identified application as follows.

U.S. Appl. No. 09/878,581
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Amendments to the Specification begin on page 3 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 4 of this paper.

Remarks/Arguments begin on page 17 of this paper.

FROMMER LAWRENCE & HAUG LLP

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FACSIMILE COVER LETTER

To: Commissioner for Patents
Examiner O'Steen, David R.

Firm: U.S. Patent and Trademark Office
Art Unit 2623

Facsimile: (571) 273-8300

From: Thomas F. Presson

Date: August 17, 2006

Re: FLH Ref No.: 450100-03278
Serial No: 09/878,581

Number of Pages: 22
(including cover page)

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PATENT
450100-03278RECEIVED
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Applicant : Susumu NAKAGAWA

AUG 17 2006

Serial No. : 09/878,581

For : IMAGE CONTENT AND ADVERTISEMENT DATA PROVIDING METHOD, SYSTEM, AND APPARATUS (AS AMENDED)

Filed : June 11, 2001

Examiner : O'Steen, David R.

Art Unit : 2623

745 Fifth Avenue
New York, NY 10151
Tel: 212-588-0800Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is an amendment in the above-identified application.

 No additional fee is required. The fee has been calculated as shown below. This is an application of a small entity under 37 CFR 1.9(f), and the amounts shown in parentheses apply.

(1)	(2) Claims remaining after amendment	(3)	(4) Highest number previously paid for	(5) Present extra	(6) Rate	(7) Additional Fee
Total claims	25	Minus	** = 31	* 0 x	\$50 (25)	= \$ 0
Independent claims	10	Minus	*** = 13	* 0 x	\$200 (100)	= \$ 0
Total additional fee for this amendment						\$

* If the entry in Column 2 is less than the entry in Column 4, write "0" in Column 5.

** If the highest number of total claims previously paid for is less than 20, write "20" in this space.

*** If the highest number of independent claims previously paid for is less than 3, write "3" in this space.

This application contains a multiple dependent claim. The required fee of \$360(180) has been previously paid , or is paid herewith .

This response is being filed within the ___ month following the expiration of the term originally set therefor. This is a petition to request a ___ month extension of time. A check covering the cost of the petition is enclosed.

A check in the amount of \$___ is attached, which covers the cost of additional claims ___ petition for extension of time.

Charge \$___ to Deposit Account No. 50-0320.

Please charge any additional fees incurred by reason of this response or credit any overpayment to Deposit Account No. 50-0320.

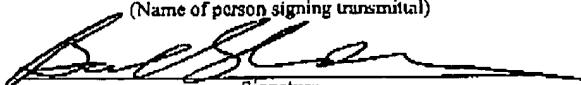
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Respectfully submitted,

I hereby certify that this correspondence is being transmitted via facsimile to (571) 273-8300 on August 17, 2006.

FROMMER LAWRENCE & HAUG LLP
Attorneys for Applicants

Barnet Shindlman
(Name of person signing transmittal)


Signature
August 17, 2006
Date of Signature

By:


Thomas F. Presson
Reg. No. 41,442
Tel: 212-588-0800